

In the case of a computer or communication device which does not have a printer associated therewith, the ticket and/or ticket information can be displayed and/or stored for display to event or venue personnel in order to evidence the user's or the individual's purchase of the ticket or tickets. When displayed on the user's or the individual's communication device 10 the ticket information can constitute an electronic ticket for the event. In a similar manner, ticket option information can also be displayed and/or stored for display as evidence of the ticket option.

The electronic ticket information can also include a purchase confirmation code or number which can be utilized to obtain hard copy tickets at a user communication device 20 located at the event or event venue, at a ticket issuer communication device 30, and/or at a central processing computer 10. For example, an user or individual can obtain tickets via a wireless user communication device, and utilize the information associated therewith in order to obtain hard copy tickets at the stadium of a sporting event or ball game. In a similar manner, electronic ticket option information can

also include a purchase confirmation code or number which can be utilized to obtain hard copy ticket options at a user communication device 20 located at the event or event venue, at a ticket issuer communication device 30, and/or at a central processing computer 10.

The preferred embodiment of Figures 2A and 2B can be utilized by an user or individual in order to purchase a ticket or tickets for an event at any time. The preferred embodiment of Figures 2A and 2B can also be utilized by an user or individual in order to upgrade his or her ticket or tickets, and/or seat or seats corresponding thereto, during an event and/or prior to the conclusion or completion of the event. For example, in the case of a ticket upgrade, a user or individual seated according to a certain ticket can upgrade his or her ticket or tickets and/or seating location during the event by purchasing an available ticket for a more desirable seating location.

In a similar manner, the preferred embodiment of Figures 2A and 2B can also be utilized by a user or individual in order to purchase a ticket option or ticket

options for an event at any time, and/or to upgrade a ticket option or ticket options at any time.

Thereafter, the operation of the apparatus 100 and/or the central processing computer 10 will proceed to, and cease at, step 211.

In another preferred embodiment and as described above, the apparatus 100 of Figures 2A and 2B can be utilized in the same, a similar, and/or an analogous, manner in order to sell or resell options for tickets for any of the events or venues described herein. The ticket options can be priced in any appropriate manner by any of the herein-described ticket holders and/or ticket issuers. The ticket options can also be priced according to, and/or by utilizing, financial options pricing models. Applicant incorporates by reference herein the subject matter and teachings of Options, Futures, and Other Derivatives, Third Edition, John C. Hull, Prentice-Hall, 1997. Applicant also incorporates by reference herein the subject matter and teachings of Futures, Options, & Swaps, Second Edition, Robert W. Kolb, Blackwell, 1997. Applicant also incorporates by reference herein the subject matter and